

From: Israel Bayer [mailto:israel@streetroots.org]

Sent: Thursday, June 09, 2016 1:55 PM

To: Knudsen, Laura <Knudsen.Laura@epa.gov>

Subject: Re: (Confirmation) EPA Paid Advertisement for Friday, June 17th Edition of Street Roots || Thank You!

Laura,

Thanks so much.

I'm writing to say that this ad will work and I confirm the process. It will run in the next edition, the June 17th edition.

Let me know if you have any questions and I'll follow the process upon it being published.

On Wed, Jun 8, 2016 at 9:53 AM, Knudsen, Laura <Knudsen.Laura@epa.gov> wrote:

Hi Israel!

I hope that you are having a great start to your Wednesday! Thank you for all of your awesome help with setting up the publication of this paid article by EPA.

Action Item: I am attaching the draft final version of the paid article that EPA would like to run in your Friday, June 17th issue of Street Roots.

Can you please confirm (one last time for my records before I work to process payment) the following:

- This will be a \$500 total cost and the projected dimensions will be 7" by 5" (although these dimensions may change slightly but the total cost of \$500 will remain)
- Also, is the attached draft final version high-res enough for your publication (we may have some additional edits, but I will confirm the final version by Friday).

Thank you so much!

Laura Knudsen

U.S. Environmental Protection Agency | Superfund | Environmental Protection Specialist

Tel 503-326-3280 | knudsen.laura@epa.gov

"Nothing great was ever achieved without enthusiasm" (Ralph Waldo Emerson)

Please Note: I am currently on detail to the EPA Region 10 office in Portland, Oregon until July 23, 2016. Thank you!



From: Israel Bayer [mailto:israel@streetroots.org]

Sent: Monday, June 06, 2016 11:54 AM

To: Knudsen, Laura <Knudsen.Laura@epa.gov>

Cc: joanne@streetroots.org

Subject: Re: (Questions) EPA Paid Advertisement for Friday, June 17th Edition of Street Roots || Thank You!

Hi Laura,

Sorry for the delay.

I'm sending over our ad rates.

<http://streetroots.org/sites/default/files/adrates2015PRINT-ONLINE%282%29.pdf>

Saying that, with the information you provided I think we will need to create a special size to be effective.

I would suggest a 7 inch x 5 inch ad.

It would be \$500 for this. It's a quarter of the page.

We would need the add in a high-res jpg or pdf.

Let me know what you think.

Thank you!

On Mon, Jun 6, 2016 at 11:30 AM, Knudsen, Laura <Knudsen.Laura@epa.gov> wrote:

Good morning Israel & Joanne!

I hope this note finds you both doing very well & having a great Monday.

I am with the Environmental Protection Agency & we would like to publish a paid advertisement in the Friday, June 17th edition of Street Roots. I just left a voicemail with Street Roots, but wanted to follow up with both of you via e-mail with a few questions.

1. I wanted to confirm that it will be possible to publish our paid advertisement in the Friday, June 17th version of Street Roots. If so, I would like to go ahead and tentatively confirm the space reservation now.

2. Cost and Column Width for Article - I have attached a DRAFT version of this paid advertisement. This information is still changing, so please do not distribute this information.

- What would be the dimensions of this article (columns x inches) in Street Roots? How many inches is a column?
- What would the cost estimate be for this article to run in Street Roots?

3. Final Format: What is the final format that you would prefer for receiving this article? When I had called before I had noted that a PDF (with 200 dpi or better) would be acceptable. Since we will have an image included with this article, I wanted to make sure that you didn't need us to submit a separate image file for the picture.

4. Items required by EPA for publication - To comply with regulations, I wanted to confirm that you would be able to provide EPA with the following items:

- (If possible) an e-tear the day after publication
- Invoice (e-mailed)
- Affidavit of publication (e-mailed)
- 2 original tear sheets (mailed to me hard-copy)

Please feel free to call me at any time to discuss more ([503-326-3280](tel:503-326-3280)). Thank you!

Laura Knudsen

U.S. Environmental Protection Agency | Superfund | Environmental Protection Specialist

Tel [503-326-3280](tel:503-326-3280) | knudsen.laura@epa.gov

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Israel Bayer
Executive Director
Street Roots
211 NW Davis St
Portland, Oregon 97209
[503-228-5657](tel:503-228-5657)
<http://streetroots.org>

Give \$50 or more in the month of May, including a ongoing monthly contribution and get a "Housing as a Human Rights" t-shirt! [Give today!](#)

Mission: Street Roots creates income opportunities for people experiencing homelessness and poverty by producing a newspaper and other media that are catalysts for individual and social change.

"All the freaky people make the beauty in the world." — Michael Franti

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